

The Most Wonderful Collection of Fine Shirts We Ever Assembled



2687

Silk Shirts Specially Priced

Startling Values
Marvelous Qualities
Gigantic Assortments

Curtis Brown Values!
Curtis Brown Service!
Curtis Brown Fashions!!!

It has always been a Curtis-Brown policy that people should buy from us solely because they received here something better in value, in service, in convenience, in fashion! The question always on our lips, and asked constantly by the heads of our various departments, is this: "What reason can you give the public for going by other stores and coming here?"

We do not want people to buy things they do not need. We deserve business only when we serve better.

Rising Prices—

The importance of these Silk Shirt Savings is the fact that these values are worth more at wholesale than we have marked them at retail. So that Tulsa men could share these values, a Chicago wholesaler's offer of a handsome profit was immediately refused!

What's in Back of the Advertising?

Too often advertising is 100% advertising, or nearly so. Which is to say that the effort is put into the advertisement rather than what is in back of it.

You would be interested if you could be on the inside of the Curtis Brown establishment, to see how much more effort is put into having good things to advertise, than is put into having good advertisements.

Curtis Brown advertising simply tries to mirror the facts. It aims at putting the major part of its efforts into giving better values, into showing the newer things first, into making this a better kind of store.

And it puts the minor part of its energies into telling of these things.

These magnificent Silk Shirt Values, presented in hundreds of rich and harmonious colorings, superior fabrics and fine finishing details, makes this our greatest merchandising triumph—a success that stands unparelled in the presentation of unmatched and constantly increasing values.

Materials of

Tub Silks
Radium Silks
Pussy Willow
Broadcloth
Mellowspon
Satin Soirees

Cannelle Crepes
Crepe-de-Chine
Ecu Pongee
Italian Silks
Kingcloth
Baby Broads

Empire Wash Crepes
Peau-de-Silks
Shantung
LaJez Silk Jersey
Guild Crepe
Superspun

Complete Size Range 13½ to 18

This collection of unexcelled silk fabrics represents the fruit of several weeks' buying in the New York markets. The world scarcity of dependable merchandise proves conclusively our ability to present unmatched values in the face of the most adverse conditions retailers were ever forced to surmount.

293	Silk Shirts	\$	4.95
	\$7.50 and \$8.50 values		
	specially priced		
542	Silk Shirts	\$	6.95
	\$10 and \$11 values		
	specially priced		
1284	Silk Shirts	\$	8.95
	\$12 and \$13.50 values		
	specially priced		
568	Silk Shirts	\$	10.45
	\$15 and \$16.50 values		
	specially priced		

Phoenix
Silk Hose

Curtis Brown Co.

Tulsa's Livest Leading Men's Store

Fashion Park
Clothes



Unequalled CLOTHING Values

This selling demonstration is the most unmistakable evidence of the value to the public of this live stores merchandising methods and policies—methods and policies that have made the Curtis Brown Store a phenomenal success.

In these days of high prices, we are thinking more of the future than of the present dollar. We have tremendous quantities of merchandise, bought way under present market prices.

Not as a public benefactor, but as a hard-headed business proposition, we are selling these goods just as LOW as we can, instead of for as MUCH as we could get.

65 Suits
Men's and Young Men's Styles
Specially Priced **\$33**

148 Suits
Men's and Young Men's Styles
Specially Priced **\$47**

108 Overcoats
Men's and Young Men's Styles
Specially Priced **\$45**

Curtis Brown Co.

Fashion Park Clothiers